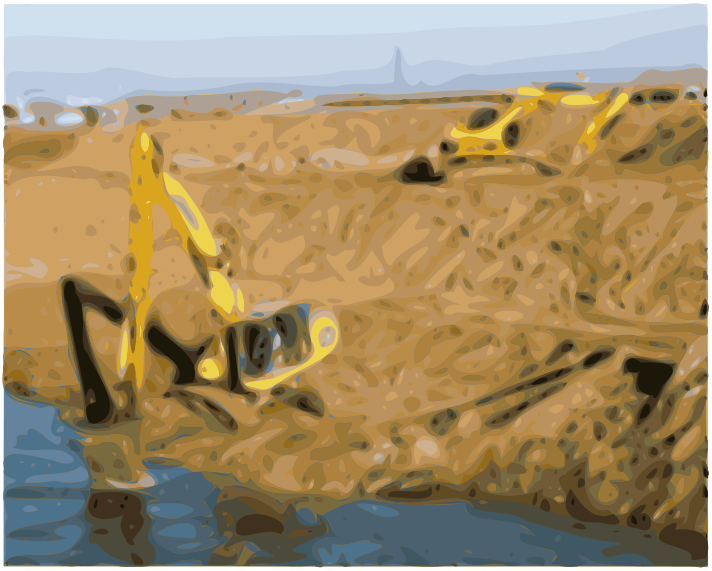
STIMMING JIM's

EXCAVATIONS

PROTOTYPE ISSUE 0



what will we find today?

(Intention?)

There is a thick, bold, geometrical, stylized numerical "10" logo, that at least some people have quite fond memories of...

The particular logo style, or a closely related variant, has been used on Channel 10 television stations in various places, including Philadelphia, PA and Waco, TX, among others...

QUESTIONS

Why might the style of "10" in question have been a common starting point for Channel 10 television stations' numerical logo styles?

What kinds of cultural, systemic, structural influences may be factors leading to the decisions to use this particular logo styling?

Does the geometric and thick-weighted look have any kind of impact and/or meaning, even if unintentional?

WHEN DID ACME GO ALL "FISH EYE" ON US?

Script logo as used in an Acme Markets ad that ran in The Plain Speaker (Hazleton, PA), April 21, 1960

"Fish-eye" logo as used in an Acme Markets ad that ran in the Lancaster New Era (Lancaster, PA) April 27, 1960

While the Acme STORES introduced the "fish-eye" logo in 1960, the "fish-eye" design itself dates as far back as 1955 for STORE BRAND PRODUCTS, as shown in this illustration of Acme Ideal Cranberry Sauce that was used in an Acme Markets ad that ran in The York Dispatch (York, PA) on December 15, 1955

Further reading on Acme Markets: https://en.wikipedia.org/wiki/Acme_Markets

Where did THIS come from? LOL!